



## Delivering unmatched insight into the UK consumer

### What is Shopper Dimensions?

Shopper Dimensions is a comprehensive multi-point dataset, that enables you to compare your shopping centre's performance against robust benchmarks.

The insights derived from the data help you to confidently understand how your shopping centre measures up against competitors across the UK using key performance indicators.

### How much data does Shopper Dimensions cover?

Shopper Dimensions covers **over £6 billion in quarterly consumer spend**, across **250+ shopping centres** and **30,000 individual UK stores**. All the data from Shopper Dimensions is enhanced using Acorn, CACI's geodemographic segmentation, to identify new and existing shoppers, the catchments they reside in and their overall behavioural patterns.



### Applications

- **Predict shopping centre performance:** Gain insights into potential changes in performance when introducing new brands or concepts.
- **Benchmark against the UK average:** Measure your shopping centre's performance against benchmark locations to identify areas for improvement.
- **Refine leasing strategies:** Identify strengths and opportunities to optimise leasing strategies by targeting high-performing brands.
- **Enhance performance with data and consumer insights:** Make informed decisions to improve asset management strategies.
- **Stay ahead of UK shopping trends:** Keep up to date with emerging consumer trends to future-proof your assets.

